Alberta Economic Development and Trade Annual Report 1990-91

92-04442/

To coordinate and implement the economic development and diversification strategy of the Government of Alberta.

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Alberta
ECONOMIC DEVELOPMENT
AND TRADE

Sessional Paper 41/92
4 Session, 22 Legislature

Office of the Minister

324 Legislature Building, Edmonton, Alberta, Canada T5K 2B6 403/427-2134

March, 1992

Honourable Dr. David J. Carter
Office of the Speaker
Legislative Assembly of Alberta
Room 325, Legislature Building
Edmonton, Alberta
T5K 2B6

Dear Sir:

I have the honour to present the annual report of Alberta Economic Development and Trade for the fiscal year ended March 31, 1991.

Respectfully submitted,

Peter Elzinga

Peter Elzinga
Minister

INTRODUCTION

ALBERTA IN A COMPETITIVE WORLD

Albertans have long held center stage in world competitions. Kurt Browning has jumped his way to victory in figure skating championships around the world. Swimmer Mark Tewksbury has set three "world-best" times in the backstroke. And Carolyn Waldo-Baltzer is a double Olympic gold medalist in synchronized swimming.

While these Albertans have brought home success after success, global competition is not confined to the world of sport. It extends further into the dynamics of our economy and is reflected in our endeavours to design, develop, produce and market products and services superior to those of our competitors.

As we move toward the turn of the century, competitiveness will become increasingly important if we wish to meet the challenges and opportunities that come with technological advances, intellectual competition and shared global concerns. Competitiveness will also be the key to preserving and enhancing our standard of living and quality of life - the key to providing jobs and challenging career opportunities for young Albertans.

The Department of Economic Development and Trade recognizes the need to respond to the rising challenges that will affect our economic climate. The Department is committed to helping Albertans build upon our competitive strengths by maintaining a business climate conducive to investment, foreign and domestic trade and supporting new and existing industry. By working with the private sector to establish a framework for Alberta's future economic and diversification strategy, Albertans can be confident our competitive strengths will launch our province into new areas of opportunity for many years to come.

THE YEAR IN REVIEW

Most futurists believe we will witness more change in the last decade of this century than we've seen over the past 90 years. Remarkable innovations will alter the way we live and the way we work. Our future will be increasingly influenced by advancing technology, more liberalized world trade and shared concerns about the global environment.

The year 1990-91 will be remembered as the beginning of an era of remarkable change. West and East Germany were united as the Berlin Wall crumbled. World powers joined forces in the Persian Gulf. The Iron Curtain corroded in a rain of democratic reform. And in North America, trilateral trade negotiations began between Canada, the United States and Mexico.

Against this background of change and increased global competition, Albertans went on to record outstanding successes in the international marketplace. In fact, Alberta companies exported $17.1 billion in goods and services in 1990 alone - an increase of 19 per cent over 1989. International exports accounted for approximately 23 per cent of Alberta's Gross Domestic Product (GDP).

Despite the recessions that affected most countries, including Canada, Alberta's economy continued to expand and create new jobs. The province met the challenges of the global arena and was proceeding in diversifying our strengths into new areas of opportunity.

The programs and services offered by the Small Business and Industry Division supported many of our province's entrepreneurs in their endeavours. More than 39,000 Albertans contacted the Business Counselling and Development Branch during the year, making an additional 12,400 calls to the Business Line - an increase of 10 per cent over the previous year.

Considerable progress was achieved in diversifying the economy by developing new higher value-added industries and products. In particular, the chemical and petrochemical industries benefitted significantly from the Department's assistance in attracting six major new plants to our province - an investment totalling more than $1.4 billion.

In helping Alberta exporters meet the challenges of an increasingly competitive global marketplace, the Trade Division worked to identify market opportunities worldwide. The Division led Alberta companies on a number of trade missions and supported their efforts at trade shows from Moscow to Houston.

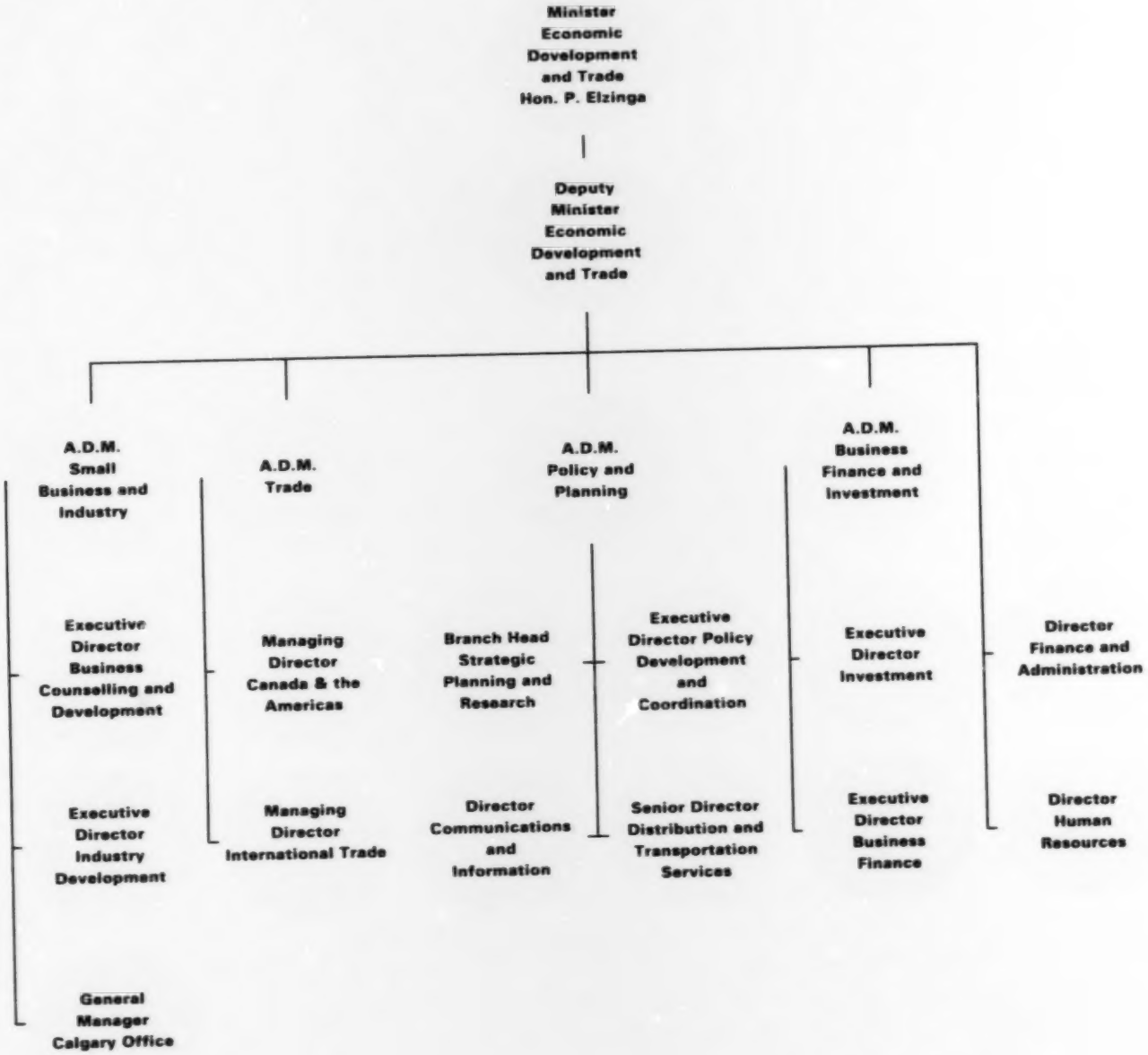
The International Business Information Service (IBIS) was introduced in February and received an overwhelming response from the business community. Alberta companies gained an advantage by tapping into the on-line computer bulletin board service containing information about trade opportunities and business programs. The service is accessible via modem from any computer in Alberta.

During the 1990-91 year, the Department played a vital role in maintaining Alberta's competitiveness worldwide. From analyzing global trends to building a strong infrastructure here in the province, the Department set new directions in economic growth for the next decade and uncovered opportunity that will successfully launch us into the next millennium.

During 1990-91, the Department assisted Alberta companies to maintain their competitiveness worldwide by providing a range of business services and programs. From helping entrepreneurs launch new ventures to analyzing global trends, the Department continued to set the stage for Alberta's successful transition into the highly-advanced world of the 21st century.

Al G. McDonald

Deputy Minister


Minister
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and Trade
Hon. P. Elzinga
Deputy
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Managing
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International Trade
Director
Communications
and
Information
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Finance
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Human
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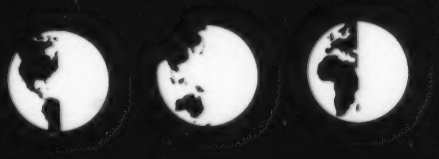
General
Manager
Calgary Office

REPORT FROM THE DIVISIONS



SMALL BUSINESS AND INDUSTRY DIVISION

The Small Business and Industry Division encourages business development in Alberta. This mandate is achieved by developing and implementing policies and programs that assist existing Alberta businesses to grow and that encourage new businesses and industries to start in Alberta. The Division works cooperatively with business, industry, business related organizations and Alberta communities - as well as other divisions, departments and governments.

The Division consists of three Branches: Business Counselling and Development, Industry Development and the Calgary Office. During the fiscal year, many of the responsibilities of the Research and Analysis Services Branch were consolidated into a newly created Strategic Planning and Research Branch in the Department's Policy and Planning Division.

BUSINESS COUNSELLING AND DEVELOPMENT

The Business Counselling and Development Branch provides leadership in the co-ordination, development and implementation of the provincial government's economic strategy. The Branch's services and activities are provided on the principle of self-help and are designed to enhance the skills, knowledge and abilities of individuals, businesses and communities in the area of economic growth.

Continued implementation of the Business Initiatives for Alberta Communities Program. Seventy-one applications were approved for $908,941. Twenty-two regional "pooled" projects were included in these projects.

Completed 39,300 branch-client contacts, a decrease of nine per cent from the previous year. At the same time, there was an increase in the number of workshops, seminars and presentations. In addition, the Business Line handled an additional 12,400 requests for business information - an increase of 10 per cent over last year.

Supported 16 regular programs, two retail business programs and one hospitality program - all through the Management Assistance Program. A total of 454 businesses participated with total program expenditures at $376,000.

Assisted in 29 studies under the Market Feasibility Assistance Program at a total cost of $113,900.

Provided assistance/support to 13 projects through the Long-Term Management Assistance Program at a total cost of $73,500.

Funded five projects through the Small Business Incubator Support Program for a total program cost of $260,800.

Presented a study, commissioned to research the barriers facing women, to the private sector for discussion and recommendations.

Provided major assistance to the Local Development Initiative (LDI) to determine the issues and concerns facing Alberta communities.

Continued to work and represent the Department with the Alberta/Metis Framework Agreement and various Native business development initiatives.

INDUSTRY DEVELOPMENT

The Industry Development Branch plays a leading role in enhancing industrial development, economic diversification and the growth of private sector enterprises within Alberta. The Branch implements a variety of initiatives that encourage specific patterns of technical investment and productive achievement in industrial sectors. This goal is accomplished by working in conjunction with Alberta businesses, investors and industrial organizations - as well as other divisions, departments and governments - and advising on industrial capacity, supply capability and development, procurement opportunity and site locations.

Promoted Alberta as a film and television location and secured productions from the U.S., New Zealand and the United Kingdom - including a $1 million IBM television commercial.

Gained recognition from the Industrial Development Research Council. The organization selected the Branch's Business Locations service as one of the top ten development groups in North America.

Advocated and facilitated negotiations for the expansion of Pratt & Whitney Canada Inc. aerospace operations to Lethbridge.

Led a mission of nine Alberta companies to Ottawa to investigate opportunities in Department of National Defence markets.

Developed the Action on Waste - Industry and Market Development Program and coordinated budget information from participating departments.

Organized a pilot manufacturing expertise mission to Europe for six companies to attend the Supply and Machinery Fair and visit world-class manufacturing facilities.

Hosted seminars and conferences for more than 1,990 people through the Quality Management Program.

Administered the Alberta Government's policy on utilization of Alberta design, engineering, construction and manufacturing services on major industrial projects totalling approximately $24 billion. The Branch also represented the Government of Alberta on the Intergovernmental Industrial Benefits Committees for the $1.3 billion Lloydminster Bi-Provincial Upgrader project and the proposed $4 billion OSLO Oilsands Mining project.

Organized - in conjunction with the Alberta Association of Architects, the Consulting Engineers of Alberta and the Alberta Construction Association -a conference on computerization in relating industries.

Achieved progress on a major project for Western Procurement Initiative funding with the Alberta Chamber of Commerce that would provide valuable business information through the Chamber offices.

Fostered expansion and diversification of Alberta's chemical and petrochemical industries. Efforts resulted with construction proceeding on three sodium chlorate plants ($150 million total), one hydrogen peroxide plant ($120 million), one methyl tertiary-butyl ether (MTBE) plant ($350 million) and the initial stages of Dow Chemical's $800 million Fort Saskatchewan hydrocarbons project.

CALGARY OFFICE

The Calgary Office is responsible for representing the Department in Calgary in all elements of departmental activities. The office provides the full range of departmental services to Alberta businesses, as well as develops and maintains a network of contacts with entrepreneurs, existing businesses, industry representatives and the public sector.

Responded to approximately 11,000 inquiries related to business counselling, trade development and investment opportunities.

Represented the Department at numerous public seminars and forums.

Assisted Calgary companies in developing both domestic and international trade opportunities, both within Canada and internationally.

Coordinated the annual Agents Generals visit to Calgary.

Initiated, in cooperation with the Business Counselling and Development Branch, several projects under the Market Feasibility Program and Long Term Management Assistance Program.

Assisted the Department in hosting several foreign delegations attending the National Petroleum Show.

Promoted, in conjunction with the Business Finance and Investment Branch, the Investment Matching Service of Alberta. Over 100 investment opportunities and investors were registered.

Retained the Associate Director for the China Alberta Petroleum Centre. The Director is responsible for the promotional planning and training inventory for the Centre.

TRADE DIVISION

The Trade Division promotes economic growth and further diversification of the province's economy by encouraging and assisting Alberta businesses to participate in international marketing.

The Division works with new or established companies to identify and access new export markets by organizing and coordinating a number of trade activities including Ministerial/ Trade Missions and Trade Shows. In each of the Division's Trade Promotion activities, emphasis is placed on a close liaison and working relationship with the private sector.

The Trade Division includes the following branches: International Trade, Canada and the Americas, Trade Show Promotion and International Marketing and Finance.

INTERNATIONAL TRADE

The International Trade Branch provides export marketing assistance to Alberta businesses to help increase their effectiveness and competitiveness in the international marketplace. The Branch's efforts are supported through a program of outgoing marketing missions, incoming buyer's missions, seminars and export counselling.

Organized the 1990 National Petroleum Show and the joint federal/provincial Incoming Buyer Program, involving about 100 participants from around 40 countries. As a result, the Calgary Purchasing Office of the National Iranian Oil Company was increased to ten employees to accommodate increased imports from Alberta.

Coordinated a trade mission to China with approximately 54 private and public sector representatives. As a result, sales valued at $5 million were concluded and an additional $68 million worth of projects identified.

Recognized 19 exporting companies at the Alberta Export Awards, co-sponsored by the Department and Alberta Agriculture.

Organized an oil and gas mission to South Asia. Over $4 million worth of contracts were signed. Export activities in this area have also resulted in a $57.3 million contract for irrigation development in Rajasthan, India.

Hosted a high-level telecommunications delegation from Yemen, resulting in the signing of a Memorandum of Understanding with an Alberta company for a pilot plant, feasibility studies and installation of Yemen's Telecommunications Project at an estimated value of $20- to $30-million.

Continued to secure opportunities in Europe. The Branch participated in Neftegaz '90 in Moscow resulting in the signing of three agreements between the Russian Republic and various Alberta departments.

CANADA AND THE AMERICAS

The Canada and the Americas Branch assists Alberta companies in exporting their products and services to the United States, Latin America and the Caribbean, as well as other areas of Canada. Each region represents a distinctive market which requires individual marketing programs. The Branch assists Alberta exporters establish markets in these areas through mechanisms such as outgoing marketing missions, incoming buyer's missions, seminars and export counselling.

Assisted 250 companies in obtaining funding through the Market Development Assistance Program to participate in outgoing missions and market identification trips. As a result, companies realized actual sales of $2,114,524 and anticipated $46,182,784 in future sales.

Administered the Agents and Distributors Matching Program. As a result, 332 Alberta companies were introduced to potential representatives in the United States and Canada.

Organized 40 outgoing sales missions involving 233 participating Alberta companies and placed an increased emphasis on the organization of incoming buyer's missions. As a result, the branch coordinated 42 incoming buyer's missions involving 332 visiting executives.

Coordinated, with a total of 109 Alberta manufacturers, nine New Exporters to Border States (NEBS) missions to three U.S. centres. An additional eight companies participated in two New Exporters to U.S. South (NEXUS) missions to Los Angeles and Seneca Falls, N.Y.

Provided one-on-one export preparation counselling to 1,045 Alberta companies.

Organized two seminars, with over 74 software development companies, on how to develop distribution channels in the U.S.

Coordinated and promoted a seminar on opportunities for Alberta companies to supply the $5.2 billion Hibernia offshore oil project. The seminar was attended by 240 delegates representing Alberta companies.

HIGHLIGHTS

TRADE SHOW PROMOTION

The Trade Show Promotion Branch provides professional expertise to the Department and export-ready companies in the development and execution of a trade show program.

The Branch identifies regional and international calibre trade shows that allow Alberta companies to reach the largest possible audience for their products and services. The Branch also promotes the Province and its capabilities in the international marketplace - both as a source of high quality products and as a secure opportunity for investment. As well, the Branch provides information and assistance to Alberta companies exhibiting individually in international trade shows, increases the level of preparedness of Alberta companies through Trade Show Selling Seminars and organizes incoming buyers missions to Alberta during major trade shows in the province.

Directly supported 26 trade shows covering nine industry sectors. Of these, ten were in Canada, seven in the U.S. and nine overseas. A total of 213 companies participated in shows outside of Alberta.

Undertook major projects including: Offshore Technology Conference, Houston; National Petroleum Show, Calgary; Neftegaz, Moscow; Offshore Northern Seas, Stavanger; Wood Expo, Vancouver; and Offshore South East Asia, Singapore. The potential sales identified and reported by Alberta companies participating in these shows totalled $499,258,000.

Conducted 15 Trade Show Selling seminars across Alberta.

INTERNATIONAL MARKETING AND FINANCE

The International Marketing and Finance Branch provides marketing support to Alberta companies and Division line branches to enhance export competitiveness. In addition, the Branch provides Alberta Program Support and General Management of the design, construction and program operations of the China Alberta Petroleum Centre.

Continued to provide project leadership for the China Alberta Petroleum Centre. During project operations: the Alberta Director of the Petroleum Centre moved to Beijing in July to set up operations; program support procedures were set up both in Alberta and in Beijing; the China Co-Director was appointed by the China National Petroleum Corporation (CNPC) and assigned to the Centre in September 1990; training inventory database was completed in Alberta; selection of local national staff for the Centre commenced; and a training inventory database was completed in Alberta. In regards to project development: the contract for the interior construction work was awarded in February 1991 and the China contractor completed the 15th floor construction in March 1991.

Introduced the International Business Information Service (IBIS) in February 1991. The service provides for export opportunity dissemination to Alberta companies via computer modem.

Updated Country Economic Indicators twice for publication. The Branch also completed 20 country profiles and updated four.

Assisted 14 Alberta companies in presentations for financial institutions, assisted 82 Alberta companies in accessing export assistance funds and provided counsel on international financial institutions.

POLICY AND PLANNING DIVISION

The Policy and Planning Division provides policy analysis, development, coordination, research, strategic counsel and communications support in the areas of business development, diversification, investment, trade and transportation.

By working with other divisions and departments, Policy and Planning develops and recommends policies and strategies that address the economic issues affecting Alberta's diversification prospects. The Division also coordinates cross-sectoral research and analysis within the Department.

The Division analyzes the implications of long-term global trends for Alberta's private and public sectors. Strategic intelligence is gathered in cooperation with the private sector on the future course of the world economy. To enhance the competitiveness of Alberta suppliers in export markets, the Division provides planning, project and program support toward the development of an efficient and integrated transportation system.

During the fiscal year, the Division acquired two new branches. The Futures Compendium Branch, the Marketing Strategy and Research Branch and the Research and Analysis Services Branch merged to form the branch of Strategic Planning and Research. With the amalgamation, the Division gained the responsibility of undertaking strategic planning for the Department and providing applied research as it relates to the Alberta economy. As well, through the Communications and Information Branch, the Division now develops and coordinates communications programs and material in support of all Departmental activities.

The Division has four branches inclusive: Policy Development & Coordination, Distribution and Transportation Services, Strategic Planning and Research and Communications and Information.

POLICY DEVELOPMENT & COORDINATION

The Policy Development & Coordination Branch develops and coordinates economic policies, strategies and programs related to the broad areas of industry and small business development, diversification, investment and trade. The Branch coordinates the Department's policy position on economic development issues, particularly those which cross divisional and departmental lines. In addition, the Branch takes a lead role in coordinating economic development initiatives at the interdepartmental level and provides a focal point for this type of activity.

Helped coordinate the planning of the Toward 2000 Together initiative including preparation of the detailed discussion paper, summary document and questionnaire.

Reviewed specific determinants of Alberta's economic competitiveness including industrial property taxation, corporate taxation and industrial electricity rates.

Coordinated Alberta's participation in the Intergovernmental Trade Barriers Reduction Initiative - a federal/provincial program to reduce and eliminate interprovincial barriers to trade. Agreements were signed to reduce barriers in government procurement and liquor board marketing practices.

Developed policy positions, in cooperation with the private sector, to increase and secure access to international markets for Alberta goods and services. This included initiatives with respect to the Canada/U.S. Free Trade Agreement, the Multilateral Trade Negotiations and the North American Free Trade Negotiations.

Coordinated initiatives to promote economic cooperation with neighbouring U.S. states. These initiatives included cooperative efforts in the areas of government procurement policies, transportation services and customs procedures, as well as encouraging greater private sector ties.

Represented Alberta in the Western Ministers Working Group on Diversification. Areas of involvement included initiatives related to expansion of the Western Trade Barriers Reduction Agreement, cooperation on community and business development programs, promotion of environmental business opportunities and support for joint efforts in trade promotion.

Developed a policy framework in support of Alberta's business service industries. Key elements included trade in business and environmental services, as well as a strategic overview and profile of the sector.

Worked with industry as part of consultative processes leading to new environmental policy and legislation. Specific issues included the draft Alberta Environmental Protection and Enhancement Act, the Natural Resources Conservation Board Act, the Clean Air Strategy for Alberta, the Federal Green Plan and the Canadian Environmental Assessment Act.

DISTRIBUTION AND TRANSPORTATION SERVICES

The Distribution and Transportation Services Branch provides policy analysis and planning, project and program support. As well, the Branch acts as a catalyst towards the development of an adequate and cost-effective transportation system for Alberta companies to compete in export and domestic markets.

Conducted 16 separate workshops on Transportation, Warehousing, Physical Distribution and the Computer, Customer Service and Electronic Data Interchange; completed 15 Phase III two day on-site studies for smaller sized Alberta firms; and organized a successful shipper/carrier conference in cooperation with the Northern Alberta Transportation Club - all through the Alberta Physical Distribution Program.

Prepared, in cooperation with Alberta's oil and petrochemical companies and other government departments, the province's submission to the final report produced by the Public Review Panel on Tanker Safety and Marine Spills Response Capability.

Provided advice and technical support to domestic and foreign petroleum and petrochemical companies to ensure that west coast port terminal facilities were adequate and that requirements will be met in the future.

Involved directly in the privatization of Alberta Intermodal Services Ltd. The major objectives were to maximize financial returns to the government from the sale and to ensure the new owner(s) maintained and enhanced service rate benefits to Alberta exporters.

Assisted many small and medium sized companies with route selection, transportation and distribution matters, as well as assisted them in obtaining containers to facilitate exports of such commodities as specialty crops, alfalfa, pellets, prefabricated homes, etc.

Participated in focus group meetings with members of the Canadian Shippers Council, Ocean Carriers and International Freight Forwarders.

Assisted - in conjunction with other government departments - the private sector with negotiations, routing and transportation matters in a barter trade with the Soviet Union.

Facilitated the introduction of higher gross vehicle weight limits between Alberta and Montana, thus enabling the use of high productivity Canadian highway truck equipment on Montana's interstate system to Shelby.

Participated in a multi-ministerial working group to develop Alberta's position on the current Canada/U.S. air negotiations.

Addressed and secured Alberta's interest in the issues currently under review by Canada's Royal Commission on Passenger Transportation.

Acted in an advisory and consultative capacity by providing several presentations on distribution efficiency methods to private sector companies and individuals seeking to enhance their presence in the U.S. marketplace.

STRATEGIC PLANNING AND RESEARCH

In February 1991, a new branch of Strategic Planning and Research was created by integrating the Futures Compendium Branch, the Marketing Strategy Branch and the Research and Analysis Services Branch. For ten months of the fiscal year, the Branch was designated Research and Analysis Services. During that time, the Branch provided program and research support to the branches of the Small Business and Industry Division.

In the amalgamation, the Branch assumed a number of new responsibilities. The Branch undertakes strategic planning of the Department through consultative and coordination services as well as undertaking applied research activities relating to longer term directions and the globalization of the Alberta economy. In order to meet its objectives, the branch performs its role by communicating and working with other branches and departments as well as external organizations.

Assisted in developing the Action on Waste - Industry and Market Development Program.

Provided support to the Local Development Initiative (LDI) by reviewing input from public forums, providing information on existing programs and services and developing a report on the project.

Participated and helped initiate a national study on the economic impact of home-based businesses.

Developed and disseminated business information to the private sector, business organizations and other government Departments.

Supported and assisted in the Department of Alberta Education's development of the concept of Career and Technology Studies, which restructures the current Practical Arts Programs in high schools.

Provided market research and business information to over 275 private and public sector requests.

Enhanced the futures scanning and monitoring system which compiles on trends, events and emerging issues by widening the scope of sources.

Completed a number of joint work projects both internally and with other departments by using scenario analysis.

Completed a number of studies on specific products and industry sectors.

Organized seminars on overseas market opportunities and developed trade strategies for specific international markets.

COMMUNICATIONS AND INFORMATION

The Communications and Information Branch supports the Department's economic diversification initiatives by providing communications, public relations, advertising and consultating services.

The Branch's efforts ensure the flow of accurate and timely information to the general public, media and business and government communities within Alberta, Canada and around the world.

Services include developing communications plans; preparing news releases and press conferences; producing publications, audio visual and video presentations, displays, advertising and direct mail campaigns; and writing and editing services.

The Branch also acts as the liaison between the Department and media by answering questions and providing information on government programs, policies and services.

Created informational material, news releases and publications for the promotion of Export Trade Month and Small Business Week.

Developed communications materials for the 9th Annual Alberta Export Awards. These included news releases, invitations, certificates, the ceremony program, advertising and displays - all developed to promote both the event and the Alberta companies which received awards.

Continued production of **Venture - Alberta's Opportunity Magazine** and distributed the publication to over 50,000 businesses, organizations and interested individuals in Canada and abroad.

Provided communications support to various incoming and outgoing missions, as well as to various trade shows around the world.

Produced numerous publications, including **Alberta International Trade Review, Alberta Industry and Resources, Alberta Equine Directory, Alberta International Education and Training Index and Alberta Investment Guide.**

Assisted the Alberta Motion Picture Development Corporation in the production of their 1989/90 annual report.

Produced, in conjunction with Alberta Treasury, the television production entitled **Vision 91**. This program focussed on the state of the provincial economy and the many successes recorded by Alberta companies.

Provided communications support to the China Alberta Petroleum Centre.

Developed communications to support the International Business Information Service (IBIS).

Designed and produced the quarterly newsletter, the **Alberta Exporter**, in conjunction with the Trade Division.

REFERENCE AND PUBLICATIONS

Alberta Economic Development and Trade publishes a series of publications and informational brochures for the province's business community. Copies are available by contacting the Communications and Information Branch at (403) 427-0670.

Alberta Economy At A Glance
- offers a brief overview of Alberta's economic accomplishments, from diversification efforts on the homefront to trade and investment activities internationally.

Alberta Exporter
- provides existing and potential exporters with timely information on the programs and services of the Canada and Americas Branch, as well as information on issues affecting Alberta's exporting community.

Alberta International Trade Review 1990
- a convenient data source of Alberta's international trade in goods including export and import figures by commodity and country.

Business Program Guide
- a single source listing of over 100 programs and services offered by provincial and federal government departments.

International Education and Training Index
- a directory of over 70 companies and institutions providing applied, job-related training.

Jobs for Albertans
- an in-depth study of Alberta's success in diversifying the economy.

The Record
- provides an overview of the role of business assistance in Alberta's economic development policy.

Toward 2000 Together
- a discussion paper and summary document on Alberta's economic options and choices in approaching the turn of the century.

Venture - Alberta's Opportunity Magazine
- a quarterly publication which features success stories on Alberta industries, companies and people, as well as reports on many government initiatives.

Trade Publications
- a variety of program brochures provide information on the specific programs available to Alberta exporters, including:

IBIS (International Business Information Service)
NEBS (New Exporters to Border States)
NEXUS (New Exporters to United States South)
NEXOS (New Exporters to Overseas)
TEST (Transportation Export Services for Trade)
WITS (Winning Initiatives Through Trade Shows)

Small Business Publications
- a series of self-help booklets with information on running a small business in Alberta, including:

Bookkeeping for a Small Business
Buying a Business
Financing a Small Business
Marketing for a Small Business
Management Assistance Program for Small Business
Operating a Small Manufacturing Business
Selecting a Small Business Computer System
Operating a Small Retail Business
Operating a Small Service Business
Serving Small Business
Starting a Small Business
The Big World of Small Business in Alberta

BUSINESS FINANCE AND INVESTMENT DIVISION

The Business Finance and Investment Division promotes Alberta's attractive investment climate and assists companies in gaining access to required capital.

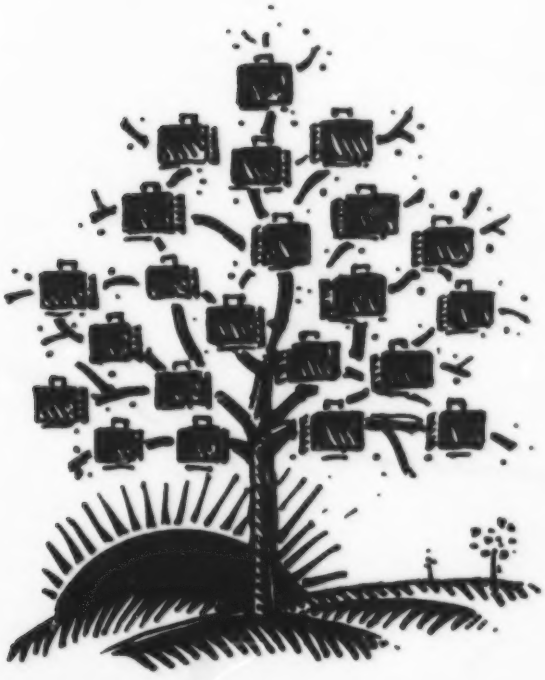
The Division is responsible for providing financial support services to not only the Department, but to various other government departments as well. Together with administering the existing portfolio of loans, investments and loan guarantees, the Division also works to facilitate investment in the province by providing a number of services to the Alberta, national and international business communities.

Financial support is also directed to less-developed countries through the Division's Alberta Agency for International Development (AAID). The Government of Alberta provides support to Alberta and Canadian Non-Governmental Organizations (NGO's) - private and voluntary agencies engaged in social and economic development assistance work in less-developed countries - through AAID.

The Division has two branches: Investment and Business Finance.

BUSINESS FINANCE

The Business Finance Branch administers financial programs and provides input into the development, implementation and administration of financial initiatives designed to foster business development and diversification within Alberta.



Processed 430 applications under the Market Development Assistance Program and issued $481,000 in grants for market development trips. This program resulted in immediate new orders of $4.4 million and potential sales exceeding $131 million.

Assisted 59 companies through the Export Loan Guarantee Program by providing working capital loans of $44,051,000. This assistance resulted in new export orders in excess of $355 million.

Processed 20,732 applications under the Alberta Small Business Interest Shielding Program and issued interest rebates of $9.9 million to shield Alberta small businesses from the worst effects of high interest rates.

Processed partial loan guarantees through the Alberta Capital Loan Guarantee Program totalling $26.7 million. The guarantees improved the availability of credit to 625 emerging and expanding small businesses for purposes of either fixed asset acquisition or working capital improvement.

Administered the 294 remaining files of the 442 applications under the Small Business Equity Corporations Program. Grants paid out totalled $56.5 million since inception of the program.

Administered the remaining files under the Small Business Term Assistance Plan which terminated in 1987. At year end, the principal amount outstanding was $215.6 million of guaranteed loans. Guarantee claims during the fiscal year were $2,032,034.

Provided $3.5 million in support for five projects under special/extraordinary proposals. In addition, the branch administered the outstanding portfolio of 53 direct loans, loan guarantees and investments totalling $1.6 billion.

Helped support less-developed and disaster-stricken countries by matching project funds and providing $1,940,885 through the Alberta Agency for International Development. The agency's contribution included supporting 172 projects in 56 less-developed countries and providing assistance through 69 non-governmental organizations participating in the program.

INVESTMENT

The Investment Branch increases awareness of Alberta's economic capabilities and investment opportunities in the international business community. This endeavour is accomplished through corporations, institutions, individuals and government agencies. "Investment" includes active and passive investment, business immigration, joint ventures and technology transfers.

Recorded the most successful year of the Investment Matching Service of Alberta (IMSA). Eighty Alberta companies became new registrants and 102 introductions were completed between companies and IMSA investors.

Assisted 12 Alberta companies in identifying an equity or strategic partner. After close consultations with management of the ventures, the Branch distributed each project overview to a select, yet extensive, network of potential investors in North America, Western Europe and the Pacific Rim.

Distributed three editions of the **IMSA Catalogue.** Approximately 4000 copies of the October catalogue were sent to contacts around the world.

Organized the Alberta Investment Forum in Los Angeles in cooperation with the Canadian Consulate, Los Angeles. This strategic partnering event introduced eight Alberta companies to potential California investors/ partners.

Conducted investment missions to the Pacific Rim and Western Europe. Individual missions by officers were made to American and Canadian financial centres in order to promote the province and its opportunities, as well as to facilitate use of IMSA.

Organized and participated in a number of incoming missions. Activities included providing the potential investors with briefing material, introducing them to strategic partners and conducting follow-ups to ensure the success of their trip.

Published a completely revised edition of the **Alberta Investment Guide** in March 1991.

Approached the business elite of selected countries and corporations through a variety of approaches, including developing and distributing Investment Perspectives, a document containing profiles of Alberta industries. A number of discussions ensued regarding investment in the province.

Conducted several presentations on subjects related to investment in Alberta. These presentations achieved such results as signing new registrants to IMSA and attracting potential immigrants pursuing specific opportunities in Alberta.

Participated in the development of a range of policy issues dealing with foreign investment in Alberta. This involvement included the development of a coordinated international investment strategy for the Government of Alberta, as well as responding to overarching policy initiatives.

REPORT FROM THE SERVICE BRANCHES AND COMMISSIONER GENERAL

FINANCE AND ADMINISTRATION

Finance and Administration provides responsive central departmental support, coordination and guidance in the areas of accounting, budgeting, information management, electronic data processing (EDP), physical facilities and office services. The assistance of this Branch enables the Department to achieve its goals and objectives. In addition, it develops and recommends policies which advocate responsible financial and resource management practices.

Services are accomplished through the effective and efficient use of given resources. Expertise and assistance is provided to the Department and its clients within the parameters of applicable acts, regulations, policies and guidelines.

Provided financial analysis and support to senior management and participated in the management of resources during a time of restraint.

Continued to expand the Department's microcomputer network to enable a fully integrated office environment. The network presently consists of 147 microcomputers and 41 printers.

Installed electronic mail on the microcomputers in order to enhance the Department's communication capabilities. Systems were also developed to share product and company information, business opportunities and business statistics.

Upgraded the Department's word processing software to Word Perfect 5.1 and trained users in its application.

Provided business assistance through the Library to approximately 11,000 clients. In addition, business information presentations were made to outside organizations at various conferences.

Developed and implemented a new operational file classification system which improved the orderly storage and retrieval of information.

Commenced enhancement of the Department's telephone system. New phone systems were installed on the 9th and 11th floors of Sterling Place.

Acquired eight vehicles for regional offices in order to enhance the level of service and responsiveness provided to business communities throughout the province.

HUMAN RESOURCES OFFICE

The Human Resources Office provides consultative services, information and guidance to the Department through human resource planning and development, employee relations, training and staff development, employment equity and performance management. As well, the Branch manages the departmental staffing, classification, pay, benefits and entitlements programs.

Through a professional team approach, the office promotes, develops and implements practices that foster effective human resource management. These endeavours are reached by providing advice and guidance to management and staff in human resource planning, development of individual skills and abilities, employee health and well being, performance management, succession planning and organization development.

The Human Resources Office administers the staffing, classification and compensation programs within the statutory requirements of applicable acts, regulations and policies of central agencies.

Facilitated a re-organization of the Department that was implemented April 1, 1990.

Managed 319 recruitment actions.

Reviewed and classified 69 departmental positions.

Redefined human resource policy and procedures within the context of current human resource management values and developed and distributed a new Human Resource Guidelines manual to management and staff.

Planned, coordinated and facilitated employee development initiatives, counselled staff and administered 425 training actions. The Branch also initiated a series of in-house workshops for staff.

Developed and implemented an expectations and objectives-based Performance Management Program.

Initiated an employee interchange program with the private sector, educational institutions and other government agencies to encourage partnership between the Department and stakeholders.

COMMISSIONER GENERAL

The Office of the Commissioner General for Trade and Tourism promotes and enhances the potential of trade, industrial diversification and investment through foreign countries.

The Commissioner General's office supports Alberta's economic development by initiating and participating in trade missions, identifying export and investment opportunities, providing counsel on international business practices and identifying international and domestic markets. In addition, the Commissioner General may assist Alberta municipalities and exhibition associations through advising and/or supporting their endeavours for economic development and special exhibitions.

Introduced Alberta companies to opportunities and/or joint ventures. The office also helped a number of companies in their export of such commodities as oil and gas equipment, engineering services, prefabricated housing, water purification, high technology products, hydrocarbon processing plants and food products.

Provided counselling, hosting and/or initiated negotiations for 183 foreign companies, bankers, government agencies and individuals visiting Alberta. These endeavours resulted in millions of dollars of new business for Alberta.

Initiated successful negotiation, in cooperation with Edmonton Northlands, for the first U.S.S.R. Trade Show in Canada in 20 years. The trade show was the first to have individual Republics exhibit and sell goods on their own account.

Met with governments and, where appropriate, chief executive officers of foreign corporations to encourage continued purchase of Alberta products and services.

Represented Alberta in one of the largest trade shows in the world and acted as guest speaker and/or advisor at international conferences and seminars.

Assisted several incoming government delegations in their quest for joint economic opportunities and information about Alberta products and technologies. As well, the office assisted in uncovering export opportunities for Alberta's private sector.

Met with Alberta Native economic development councils, chiefs and marketing agencies to help enhance the economic well-being of the province's Native people.

Addressed and participated in seminars and workshops - sponsored by colleges, universities, chambers of commerce and other business and cultural heritage associations - regarding opportunities in the international marketplace.

ECONOMIC DEVELOPMENT AND TRADE REGIONAL OFFICES

BUSINESS LINE

The Business Line is a toll-free service of Alberta Economic Development and Trade, established to provide the province's entrepreneurs with an easily accessible resource centre when starting, operating or expanding their business.

Call 1-800-272-9675. In Edmonton, call 422-9494 (8:30 a.m. to 4:30 p.m., Monday to Friday).

EDMONTON
6th Floor
Sterling Place
9940-106 Street
Edmonton, Alberta
T5K 2P6
Ph. 427-5267
Fax: 427-5926

CALGARY
5th Floor
999-8 Street S.W.
Calgary, Alberta
T2R 1J5
Ph. 297-6284
Fax: 161-6168

CAMROSE
5005-49 Street
Camrose, Alberta
T4V 1N5
Ph. 679-1235
Fax: 143-1250

EDSON
Postal Bag 9000
Room #204 Provincial Building
111-54 Street
Edson, Alberta
T7E 1T2
Ph. 723-8229
Fax: 130-8240

GRANDE PRAIRIE
Room #1401
Provincial Building
10320-99 Street
Grande Prairie, Alberta
T8V 6J4
Ph. 538-5230
Fax: 121-5332

LETHBRIDGE
416 Stafford Drive South
Bag 3014
Lethbridge, Alberta
T1J 4C7
Ph. 381-5414
Fax: 181-5741

RED DEER
3rd Floor
Provincial Building
4920-51 Street
Red Deer, Alberta
T4N 6K8
Ph. 340-5300
Fax: 151-5231

PEACE RIVER
Postal Bag 900
P.O. Box 3
10122-100 Street
Peace River, Alberta
T8S 1T4
Ph. 624-6113
Fax: 120-6490

MEDICINE HAT
Room #109
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346-3 Street S.E.
Medicine Hat, Alberta
T1A 0G7
Ph. 529-3630
Fax: 184-3140

ST. PAUL
Room #412
Provincial Building
5025-49 Avenue
St. Paul, Alberta
T0A 3A0
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Fax: 139-6241